

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended) An image display device comprising:
  - a display element which optically modulates an incident light for displaying a video image;
  - a lamp which is a light source of the incident light to the display element;
  - a lamp driver for driving the lamp;
  - a lamp power level calculator for calculating and outputting a driving power level of the lamp in accordance with a level of an input video signal; and
  - a lamp temperature controller for controlling a temperature of the lamp depending on a change in an input signal from the lamp power level calculator so as to change a temperature of the lamp within a predetermined range in response to fluctuation of the input video signal,  
wherein the output driving power level of the lamp varies as a monotonically increasing function of a dynamic range of the input video signal.
2. (Original) The image display device as defined in Claim 1, wherein the lamp temperature controller is a lamp driving level correcting unit for correcting a lamp driving level in response to fluctuation of the input video signal; and the lamp driving level correcting unit comprises:
  - a lamp driving level signal integrator for applying time integration to an input from the lamp power level calculator; and
  - a lamp driving level corrector for correcting an input signal from the lamp power level calculator using an input signal from the driving level signal integrator.

3. (Currently Amended) The image display device as defined in Claim 1, wherein the lamp temperature controller comprises:

a fan control signal generating unit for controlling a number of revolutions of a fan for temperature control in accordance with an input from the lamp power level calculator, and

a lamp temperature control fan controlled by an input signal from the fan control signal generating unit; and

wherein the temperature of the lamp is changed within a predetermined range by controlling the number of revolutions of the fan in response to fluctuation of the input video signal.

4. (Original) The image display device as defined in Claim 3, wherein the fan control signal generating unit comprises:

a lamp driving level signal integrator for applying time integration to an input signal from the lamp power level calculator; and

a fan control signal generator for controlling the number of revolutions of the fan in accordance with an input signal from the lamp power level calculator and an input signal from the lamp driving level signal integrator.

5. (Currently Amended) The image display device as defined in Claim 1, wherein the lamp temperature controller comprises:

a lamp driving level correcting unit for correcting a lamp driving level in response to fluctuation of the input video signal;

a fan control signal generating unit for controlling a number of revolutions of a fan for temperature control in accordance with an input signal from the lamp power level calculator; and

a lamp temperature control fan controlled by an input from the fan control signal generating unit; and

wherein the lamp driving level is corrected in response to fluctuation of the input video signal, and the number of revolutions of the fan is controlled in response to fluctuation of the input video signal so as to change a temperature of the lamp within a predetermined range.

6. (Original) The image display device as defined in Claim 5, wherein the lamp driving level correcting unit comprises:

a lamp driving level signal integrator for applying time integration to an input signal from the lamp power level calculator; and

a lamp driving level corrector for correcting an input signal from the lamp power level calculator using an input signal from the driving level signal integrator.

7. (Original) The image display device as defined in Claim 5, wherein the fan control signal generating unit comprises:

a lamp driving level signal integrator for applying time integration to an input from the lamp power level calculator; and

a fan control signal generator for controlling the number of revolutions of the fan in accordance with an input signal from the lamp power level calculator and an input signal from the driving level signal integrator.

8. (Previously Presented) The image display device as defined in claim 1 further comprising a projection lens for projecting and displaying an image formed in the display element on a screen.

9. (Previously Presented) The image display device as defined in claim 2 further comprising a projection lens for projecting and displaying an image formed in the display element on a screen.

10. (Previously Presented) The image display device as defined in claim 3 further comprising a projection lens for projecting and displaying an image formed in the display element on a screen.

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11. (Previously Presented) The image display device as defined in claim 4 further comprising a projection lens for projecting and displaying an image formed in the display element on a screen.
12. (Previously Presented) The image display device as defined in claim 5 further comprising a projection lens for projecting and displaying an image formed in the display element on a screen.
13. (Previously Presented) The image display device as defined in claim 6 further comprising a projection lens for projecting and displaying an image formed in the display element on a screen.
14. (Previously Presented) The image display device as defined in claim 7 further comprising a projection lens for projecting and displaying an image formed in the display element on a screen.